

What is claimed is:

1. A method for displaying still video images related to video content in an interactive television system, wherein the interactive television system comprises a video
5 delivery system for providing video content, and at least one subscriber television including a display screen, wherein the subscriber television is coupled to the video delivery system, wherein the system further comprises a media server which stores a plurality of still images, the method comprising:

the video delivery system broadcasting one or more video channels and a first still
10 image channel;

the subscriber television receiving said one or more video channels and said first still image channel;

displaying on the screen one or more selection options, wherein said one or more selection options includes a first selection option which indicates a request to view at
15 least one still image;

receiving user input selecting said first selection option which indicates a request to view said at least one still image;

capturing said at least one still image from said first still image channel; and

the subscriber television displaying on the screen said at least one still image
20 received on said first still image channel.

2. The method of claim 1, wherein said video delivery system broadcasts a plurality of still images on said first still image channel and wherein capturing said at least one still image from said first still image channel comprises determining which of
25 said plurality of still images on said first still image channel corresponds to said user input and selecting said at least one still image for display.

3. The method of claim 2, wherein said video delivery system broadcasts said plurality of still images cyclically.

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4. The method of claim 1, wherein said video delivery system broadcasts a plurality of still images on a second still image channel which is distinct from said first still image channel and wherein capturing said at least one still image from said first still image channel comprises transmitting to a media server a request corresponding to said user input and transmitting to said subscriber television said at least one still image in response to said request.

5. The method of claim 4 wherein said first still image channel is dedicated to transmitting images in response to user requests.

6. The method of claim 1, further comprising displaying on the screen video content from one of said one or more video channels while displaying on the screen said at least one still image.

7. The method of claim 6, wherein said video content is related to a first subject matter and wherein said at least one still image is related to said first subject matter.

8. The method of claim 1:
wherein the video delivery system broadcasting one or more video channels and a first still image channel comprises the video delivery system broadcasting interactive program data with one or more of said channels;

wherein the method further comprises the subscriber television executing said interactive program data; and

wherein said displaying on the screen said one or more selection options is performed in response to the subscriber television executing said interactive program data associated with said video content from said one of said one or more channels.

9. The method of claim 8, wherein the system further comprises a set top box coupled to the subscriber television and wherein said displaying on the screen said one or more selection options comprises the set top box receiving said interactive program data associated with said video content from said one of said one or more video channels and
5 displaying on the screen said one or more selection options in response to said interactive program data.

10. The method of claim 1, wherein said displaying on the screen said at least one still image corresponding to said first selection includes displaying on the screen a
10 second set of selection options, wherein at least one of said second set of selection options corresponds to other still images.

11. The method of claim 10, wherein:
the video delivery system broadcasts a plurality of still images on said first
15 channel;
the video delivery system broadcasting said first channel comprises the video delivery system broadcasting interactive program data with each of said plurality of still images; and
said displaying on the screen said second set of selection options is performed in
20 response to receiving interactive program data associated with said plurality of still images.

12. The method of claim 10, further comprising:
receiving user input selecting a second selection of said second set of selection
25 options, wherein said second selection indicates a request to view a second still image which is currently being broadcast by said video delivery system; and
displaying on the screen said second still video image corresponding to said second selection in response to said receiving user input selecting said second selection of said second set of selection options.

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13. The method of claim 10, further comprising:

receiving user input selecting a second selection of said second set of selection options, wherein said second selection indicates a request to view a second still image which is not currently being broadcast by said video delivery system;

5 the subscriber television system providing said request to the media server;

the media server providing said second still image to the video delivery system in response to said request;

the video delivery system broadcasting said second still video image on said first channel in response to receiving said second still image from the media server; and

10 the subscriber television displaying on the screen said second still image received on said first channel.

14. The method of claim 1, wherein said still video images are compressed still video images.

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15. The method of claim 1, wherein said media server is an Internet server for providing video content on the Internet.

16. A method for providing web-like navigational capabilities in an interactive television system, wherein the interactive television system comprises a video delivery system for providing video content, and at least one subscriber television including a display screen, wherein the subscriber television is coupled to the video delivery system, wherein the system further comprises a media server which stores a plurality of still images, the method comprising:

20 the video delivery system broadcasting a plurality of video channels each comprising video content;

the video delivery system broadcasting one or more still image channels, each comprising still images;

25 the subscriber television receiving said plurality of video channels and said one or more still image channels;

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displaying on the screen one or more selection options, wherein said one or more selection options includes a first selection option which indicates a request to view a first still image;

receiving user input selecting said first selection option which indicates said
5 request to view said first still image;

if said first still image is not currently being broadcast by the video delivery system, the subscriber television system providing said request to the media server, the media server providing said first still image to the video delivery system in response to said request, the video delivery system broadcasting said first still image on a first still
10 image channel in response to receiving said first still image from the media server; and

if said first still image is currently being broadcast by the video delivery system, capturing said first still image from a second still image channel; and

the subscriber television displaying on the screen said first still image.

15 17. The method of claim 16 wherein said first still image channel comprises said second still image channel.

18. The method of claim 16 wherein said still image channels are dedicated to delivery of still images to said subscriber television.

20 19. The method of claim 16 wherein said first still image channel is dedicated to broadcasting still images in response to user input selecting selection options which indicate requests to view still images that are not currently being broadcast.

25 20. The method of claim 19 wherein said second still image channel is distinct from said first still image channel and wherein the method further comprises cyclically rebroadcasting still images on said second still image channel.

21. An interactive television system which displays still video images related to video content, the system comprising:

a subscriber television including a display screen, wherein the subscriber television receives a plurality of video channels each comprising video content and displays video content from one of said plurality of video channels, wherein said subscriber television also receives at least one still image channel comprising a plurality of still images;

wherein said subscriber television is configured to display one or more selection options during display of video content, wherein said one or more selection options includes a first selection option which indicates a request to view a first still image;

wherein said subscriber television is configured to receive user input selecting said first selection option;

wherein the subscriber television system is configured to provide said request to the media server if said first still image is not currently being broadcast by the video delivery system, the media server being configured to provide said first still image to the video delivery system in response to said request, the video delivery system being configured to broadcast said first still image on a first still image channel in response to receiving said first still image from the media server; and

wherein the subscriber television system is configured to capture said first still image from a second still image channel if said first still image is currently being broadcast by the video delivery system; and

wherein said subscriber television is configured to receive and display said first still image in response to said request.

22. The interactive television system of claim 21, wherein the subscriber television is configured to be coupled to a video delivery system, wherein said video delivery system provides said plurality of video channels and said still image channel, and wherein said video delivery system comprises a media server which stores a plurality of still images.

